

## **CLAIMS**

1. An apparatus for managing the purchase and sale by a broker of a high value piece of property comprising:
  - a control unit for inputting information by a broker related to a high value property item and for posting information about the property; and
  - publishing the information to at least one buyer.
2. The apparatus of claim 1 further comprising means for downloading advertising related to identity of other high value properties.
3. An apparatus for managing the transaction between a broker and a seller of a high value property comprising:
  - program means for identifying a plurality of high value properties and their sellers;
  - a control unit for inputting listing information about at least one high value property to be sold and determining whether the high value property is to be placed for sale on within a larger network of brokers;
  - means for assisting the at least one seller in formulating an asking price for the at least one high value property; and
  - means for publishing the listing to third parties at the asking price.
4. The apparatus of claim 3 further comprising means for uploading ads relating to a plurality of high value properties which may be listed onto the apparatus.

5. A method for managing the relationship between a broker and a seller of a high value property comprising:

identifying a plurality of high value property for sale and their sellers;

inputting listing information about at least one high value property to be sold;

determining whether the high value property is to be placed for sale on within a larger network of brokers;

assisting the prospective seller in formulating an asking price for the high value property; and

publishing the listing to at least one third party.

6. The method of claim 5 further comprising the step of uploading an advertisement related to the listing.